Note the identical wording of these stories indicating the adaptation of a prepared press release.

GAZETTE
Martinez, California
August 2, 1962

MORE REQUESTS HEARD

Public Interest In Smoking And Cancer On Upswing

Public interest in the relationship between cigarette smoking and lung cancer is on a sharp upswing according to Dr. Jonas E. Schreider, president of the American Cancer Society's Contra Costa County Branch.

"We have been getting more requests for literature and program material on smoking than at anytime since the society's statistical report on the subject was announced in 1954," he said.

Dr. Schreider attributes the increase to publication this spring of the British Royal College of Physicians' report on "Smoking and Health" and the widespread comment it continues to arouse.

"People want to know where the American Cancer Society stands in terms of the British doctors' findings and recommendations. We're pretty much in accord," he said.

Studies conducted by the society are among those cited in the report, which concludes that: Cigarette smoking causes lung cancer and other diseases; the mortality rate is higher for cigarette smokers than for non-smokers and highest of all for heavy smokers; many of these deaths can be prevented by not smoking.

Dr. Schreider also pointed out that several of the steps recommended have already been taken by the American Cancer Society in this country.

The Royal College urges widespread public education, particularly of teen-agers, about the hazards of smoking. The society has conducted a smoking information program in Contra Costa schools for several years, and this year the program was adopted for all intermediate schools and high schools by the County Schools' Health Council, to be implemented this coming fall term.

Dr. Schreider stressed that the American Cancer Society has many pamphlets, reprints, film-strips, and other materials on smoking available to the public free of charge.

The Society's county branch is located at 2030 North Main Street in Walnut Creek, telephone No. 934-7640.

NEWS
Inglewood, California
July 18, 1962

ACS Reveals Cigaret, Lung Cancer Studies

Public interest in the relationship between cigaret smoking and lung cancer is on a sharp upswing according to Richard J. Lescoe M. D., Inglewood District education chairman of the American Cancer Society.

"We have been getting more requests for literature and program material on smoking than at anytime since the Society's statistical report on the subject was announced in 1954," he said.

Dr. Lescoe attributed the increase to publication this spring of the British Royal College of Physicians' report "Smoking and Health" and the widespread comment it continues to arouse.

"People want to know where the American Cancer Society stands in terms of the British doctors' findings and recommendations. We're pretty much in accord," he said.

Studies conducted by the Society are among those cited in the report, which concludes that:

Cigaret smoking causes lung cancer and other diseases.

The mortality rate is higher for cigaret smokers than for non-smokers, and highest of all for heavy smokers.

Many of these deaths can be prevented by not smoking.

Dr. Lescoe also pointed out that several of the steps recommended have already been taken by the American Cancer Society in this country.

The Royal College recommends widespread public education, particularly of teen-agers, about the hazards of smoking. The society has conducted a smoking information program in California schools for nearly three years.

The Royal College recommends informing cigaret purchasers of tar and nicotine content. The society is on record urging legislation to require labeling cigaret packages with such information.

In a foreword to the American edition of the report, Dr. E. Cuyler Hammond, National Director of Statistical Research for the American Cancer Society, states, "I highly recommend this book to those who wish to hear the evidence from which they can draw their own conclusions concerning the effects of cigarette smoking."

Dr. Lescoe said that the report is available at most bookstores in a paperback edition. He also stressed that the American Cancer Society has many pamphlets, reprints, film strips and other materials on smoking available to the public free of charge.

The society's local office is located at 804 East Manchester Boulevard, Inglewood, telephone, OR 2-8148.

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